

Message Text

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 RSC-01 /033 W

----- 064961

R 281425Z JAN 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 5409

UNCLAS SECTION 1 OF 3 TEL AVIV 0625

E.O. 11652: N/A

TAGS: BEXP,IS

SUBJ: FY 1976 COUNTRY COMMERCIAL PROGRAM:
CAMPAIGN RECOMMENDATIONS

REF: STATE 1) A-9016; 2) 55312; 3) 27824512

PASS COMMERCE

FIRST THREE OF FOLLOWING SIX CAMPAIGN WORKSHEETS ARE
EXTENSIONS OF FY'75 CCP. WORKSHEET NUMBER 5 IS AN
ALTERNATE TO WORKSHEET NUMBER 4. POST RECOGNIZES
DIFFICULTY IN IMPLEMENTING BOTH CAMPAIGNS DUE TO
TIMING ELEMENT. HOWEVER EMBASSY PREFERS CAMPAIGN
NUMBER 4 AS FIRST CHOICE.

1) CAMPAIGN WORKSHEET NO. 1- CHEMICAL PROCESSING
EQUIPMENT & INSTRUMENTS
CAMPAIGN MANAGER: HESKEL YEHUDA
CAMPAIGN STATEMENT: THIS CATEGORY IS PROJECT #1 OF
THE FY 75 CCP WHICH IS BEING EXTENDED INTO THE FY '76
CCP. PLANS FOR MAJOR EXPANSION OF THIS CATEGORY
ARE IN PRGRESS. DESPITE ANTICIPATED SLOWING OF
ISRAEL'S ECONOMY, THIS INDUSTRY WILL CONTINUE TO
ENJOY MAXIMUM SUPPORT BECAUSE OF IST PRESENT
VIABILITY AND ITS INCREASING IMPORTANCE AS A FOREIGN
CURRENCY EARNER.

BY SEPTEMBER 30

1. VISIT PROCESSING PLANTS
2. SUBMIT CERP MINERAL REPORT
3. DEVELOP & REPORT 3 T/O'S

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BY DECEMBER 31

4. WRITE UP AN ARTICLE FOR COMMERCE TODAY COVERING

EXPANSION OF THE CHEMICAL INDUSTRY IN ISRAEL AND THE
MARKET POTENTIAL.

5. DEVELOP 5 T/O'S

6. REPORT ON EXTENT OF PARTICIPATION OF U.S. FIRMS
SHARING IN THE BIG CHEMICAL PROCESSING EXPANSION

7. ALBERT REPORT ON NEW DEVELOPMENTS.

BY MARCH 31

8. DEVELOP AND REPORT 5 T/O'S

9. SPONSOR FILM SHOW ON NEW EQUIPMENT AND PRODUCTS
AND RECEPTION FOR KEY BUYERS.

BY JUNE 30

10. DEVELOP AND REPORT 5 T/O'S

11. PROMOTE FOREIGN BUYER ATTENDANCE TO THE
INTERNATIOANL PETROLEUM EXPOSITION, TULSA, OKLAHOMA,
MAY 16-22, 1976.

2) CAPAIGN WORKSHEET #2 - ELECTRONICS PRODUCTION
EQUIPMENT& SELECTED MATERIALS

CAMPAIGN MANAGER: HESKEL YEHUDA

CAMPAIGN STATEMENT: THIS CATEGORY IS PROJECT #2 OF THE
FY '75 CCP WHICH IS BEING EXTENDED INTO THEY FY 76
CCP. ELECTRONICS CONTINUES TO CONSTITUTE A MAJOR
CATEGORY HIGH ON THE PRIORITY LIST OF EXPANSION.
THE US CONTINUES TO BE A LEADING MAJOR SUPPLIER.

ACTIONS

BY SEPTEMBER 30

1. CONTRACT, SUPERVISE, AND EVALUATE TIR ON
COMMUNICATIONS EQUIPMENT, SCHEDULED BY USDOC FOR
FY '75.

2. DEVELOP 5 T/O'S

3. ISSUED PRESS RELAEASES IN SUPPORT OF US TRADE
PROMOTIONS AT OTHER POSTS OR TRRDE CENTERS.

BY DECEMBER 31

4. DEVELOP 5 T/O'S

5. SEEK OUT AND REPORT 2 MAJOR PROJECTS EARLY WARNINGS
ON ELECTRONICS.

6. SPONSOR AT LEAST ONE NEW PRODUCT SEMINAR AND PRODUCT
SHOW AT THE USIS AUDITORIUM OF THE EMBASSY IN
CONJUNCTION WITH A LEADING REPRESENTATIVE OF US
ELECTRONICS COMPANIES IN ISRAEL.

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BY MARCH 31

7. SPONSOR A RADIO OR TV INTERVIEW ON A NEW US
ELECTRONIC PRODUCT, IN CONJUNCTION WITH THE SCIENCE
ATTACHE AND AN AMERICAN OR ISRAELI SCIENTIST,
(IF ON TV WITH A VTR FILM).

BY JUNE 30

8. DEVELOP 10 T/O'S

9. COMPLETE 80 WTDR'S

3) CAMPAIGN WORKSHEET NO. E- INCREASE US SHARE OF
PROCUREMENT IN THE RAILROAD & HIGHWAY EQUIPMENT

SECTOR

CAMPAIGN MANAGER: HESKEL YEHUDA

CAMPAIGN STATEMENT: THIS CATEGORY IS PROJECT NO. 4 OF THE FY 75 CCP WHICH IS BEING EXTENDED INTO THE FY 76 CCP. THE GOI IS PLANNING TO EXPAND THE RAILWAY LINES IN THE COUNTRY AND IMPROVE THE MOVEMENT OF GOODS IN ISRAEL. PLANNING IS UNDERWAY TO CONNECT THE PORT OF EILAT WITH THE NORTH AND THE PORT OF ASHDOD WITH THE CHEMICAL PROCESSING PLANTS LOCATED IN THE NEGEV TO FACILITATE EXPORTS FROM THESE PORTS OF THE GROWING CHEMICAL AND MINERAL OUTPUT. RAILS, ROLLING STOCK, LOCOMOTIVES AND TECHNICAL SERVICES WILL BE NEEDED.

ACTION

BY SEPTEMBER 30:

1. SPONSOR MEETING WITH NEW DIRECTOR GENERAL OF RAILWAYS
2. SUBMIT ALERT REPORTS ON MAJOR NEW DEVELOPMENTS AND INTERNATIONAL CONTRACTS.

BY DECEMBER 31:

3. FOLLOW-UP ON LEADS FOR PURCHASING PLANS
4. SUPPORT US FIRMS BIDDING ON MAJOR PROJECTS IN THIS AREA.

BY MARCH 31:

5. WORK WITH US FINANCIAL INSTITUTIONS TO SUPPORT FINANCING TO PROMOTE US SALES
6. INVESTIGATE NEEDS OF THE AYLON HIGHWAY PROJECT

BY JUNE 30:

7. REPORT ON NEW AND FUTURE DEVELOPMENTS ON ISREL RAILWAYS & THE AYLON HIGHWAY PROJECT

4) CAMPAIGN WORKSHEET NO. 4- FOOD PROCESSING & PACKAGING (FPP)

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CAMPAIGN MANAGER: HESKEL YEHUDA

CAMPAIGN STATEMENT: THIS TARGET INDUSTRY IS THE FIRSS OF 5 SLATED FOR FY 77 PRIMARY PROMOTION PHASE. HOWEVER, THIS TARGET INDUSTRY CAN BE BEST SERVED IN ISRAEL BY PARTICIPATING IN ISPACK- INTERNATIONAL

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 RSC-01 /033 W

----- 065071

R 281425Z JAN 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 5410

UNCLAS SECTION 2 OF 3 TEL AVIV 0625

EXHIBITION OF PACKAGING MACHINERY & MATERIALS AND
FOOD PROCESSING EQUIPMENT, WHICH WILL TAKE PLACE ON
MAY 17-21, 1976, IN TEL AVIV. IMPORTS FROM THE U.S.
HAVE BEEN GROWING STEADILY (219.6 PERCENT IN 1973 OVER 1969)
HOWEVER, EUROPEAN SUPPLIES ARE DOMINANT IN THIS MARKET.
RECENT U.S. TRADE MISSION TO ISRAEL SHOWED HOWEVER,
THAT A LOT COULD BE ACHIEVED BY U.S. COMPANIES HERE.
CAMPAIGN OBJECTIVES:

- A) PARTICIPATION IN ISPAKC- MAY 17"-21, 1976 WITH
15 NTM EXHIBITORS (TYPE IV) SHOW
- B) 12 T/O'S
- C) 4000 REPS OF ISRAELI FIRMS EXPOSED TO U.S. EQUIP
- D) 15 AGENCY AGREEMENTS
- E) 2000 NEW SALES LEADS
- F) SUPPORT OF US FPP SHOWS IN US TRADE CENTERS

ACTIONS

BY SEPTEMBER 30

- 1. CONTRACT FOR SPACE AT ISPACK
- 2. CONTRACT FOR CONSTRUCTION OF SHOW
- 3. DEVELOP & REPORT 3 T/O'S
- 4. ISSUE PRESS RELEASES ON SHOWS IN VARIOUS U.S.
TRADE CENTERS IN EUROPE
- 5. DISSEMINATE BROCHURES, FLYERS, ETC. OF TRADE
CENTER SHOWS TO LEADING END -USERS AND AGENTS
BY DEC 31:
- 6. DEVELOP 3 T/O'S
- 7. WORK ON ADVANCE PLANS IN SUPPORT OF ISRAEL
- 8. SEEK OUT AND VISIT INDUSTRIES CONTEMPLATING
EXPANSION
- 9. PROMOTE FOREIGN BUYER ATTENDANCE TO 1976 NATIONAL

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EXPOSITION FOR FOOD PROCESSORS, CIVIC CENTER,
SAN FRANCISCO, JAN 18-21

BY MARCH 31

- 10. ASSIST IN PR WORK AND KEY PROSPECT VISITS IN
SUPPORT OF SHOW
- 10. HOLD PRESS CONF IN SUPPORT OF SHOW
- 11. ISSUE TWO PRESS RELEASE
- 12. DEVELOP 3 T/O'S

13. DEVOTE SPECIAL ISSUE OF COMMERCIAL NEWSLETTER TO FPP.
14. PARTICIPATE ACTIVELY IN ISPACK PROMOTION
15. CALL PRESS CONF AND PREVIEW
16. ASSIST IN DEVELOPING T/O'S
17. FINALIZE SHOW REPORT
18. ASSIST NTM PARTICIPANTS IN REP-FINDING
19. PREPARE WTDR'S AS EQUIRED
20. ASSIST NTM PARTICIPANTS IN PLANT VISITS AND MEETING
GOI OFFICIALS
21. SHOW VTR FILMS DURING SHOW ON LATEST FPP EQUIP
22. PARTICIPATE IN SYMPOSIUM

5. CAMPAIGN WORKSHEET NO. 5 - HEALTH CARE INDUSTRIES
EQUIPMENT AND INSTRUMENTATION - (ALTERNATIVE TO CAMPAIGN NO.4)
CAMPAIGN MANAGER : HESKEL YEHUDA
CAMPAIGN STATEMENT: ALTHOUGH THIS IS NOT ONE OF THE
5 TARGET INDUSTRIES RECOMMENDED FOR FY '76
PROMOTION, HOWEVER, AS ONE OF THE 15 TARGET INDUSTRIES,
IT FITS WELL WITH EXPOMEDICAL - INTERNATIONAL
EXHIBITION OF HOSPITAL AND MEDICAL SUPPLIES THAT WILL
TAKE PLACE AT THE TEL AVIV FAIRGROUNDS ON
APRIL 26-30, 1976 WHICH WILL BE OPEN FOR PROFESSIONALS ONLY.
SEVERAL NEW HOSPITALS ARE PLANNED TO BE
CONSTRUCTED IN ISRAEL, AND BIG EXPANSIONS ARE
PLANNED FOR EXISTING HOSPITALS AND CLINICS.
ADDITIONALLY, DEFENSE REQUIREMENTS IN THIS FIELD
ARE CONSIDERABLE. ALTHOUGH IMPORTS FROM THE U. .
HAV BEEN GROWING STEADILY (141.5 PERCENT IN 1973 OVER 1969)
THE VOLUME COULD BE FURTHER INCREASED ESPECIALLY
IN SALES OF SOPHISTICATED EQUIP.

CAMPAIGN OBJECTIVES:

- A) PARTICIPATION IN EXPOMEDICAL - APRIL 226-30, 1976.
WITH 15 NTM EXHIBITORS (TYPE IV) SHOW
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- B) 12 T/O'S
C) 2000 REPS OF THE MEDICAL INDUSTRY
EXPOSED TO DEMONSTRATION OF US EQUIP & PRODUCTS
D) 15 AGENCY AGREEMENTS
E) 1000 NEW SALES LEADS
F) SUPORT OF US MEDICAL SHOWS IN THE VARIOUS
TRADE CENTER IN EUROPE.

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 RSC-01 /033 W

----- 066474

R 281425Z JAN 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC PRIORITY 5411

UNCLAS SECTION 3 OF 3 TEL AVIV 0625

ACTIONS

SAME AS IN CAMPAIGN NO. 4 SUBSTITUTING EXPOMEDICAL FOR ISPACK AND MEDICAL FOR FPP.

6) CAMPAIGN WORKSHEET NO. 6. A) PRINTING & GRAPHIC

ARTS EQUIP; B) BUSINESS EQUIP & SYSTEMS

CAMPAIGN MANGER: HESKEL YEHUDA

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ACTUALLY COMPOSED OF TWO SEPARATE, BUT CLOSELY RELATED,

TARGET INDUSTRIES: A) PRINTING & GRAPHIC ARTS

EQUIP; B) BUSINESS EQUIP & SYSTEMS. THE

FIRST IS ONE OF THE FIVE TARGET INDUSTRIES

SCHEDULED FOR FY '76 AND THE SECOND IS ONE OF THE

15 TARGET INDUSTRIES. THE REASON FOR COMBINING THE

TWO IS TIMPRINT '76 - 3RD INTERNATIONAL EXHIBITION

OF OFFICE EQUIP & PRINTING TRADE TO BE HELD

ON OCT 18-22, 1976 (FY'77) AT THE TEL AVIV

EXHIBITION GROUNDS. THE TIR CONDUCTED BY THE POST

(A-33 FEB 21 74) ON PRINTING &

GRAPHIC ARTS, INDICATES THE NEED OF INITIATIVE TO

PENETRATE THIS MARKET BY US COMPANIES THROUGH THE

APPOINTMENT OF AGGRESSIVE AGENTS AND INTRODUCTION

OF US EQUIP TO THIS, HITHERTO EUROPEAN

DOMINATED MARKET. US EXPORTS IN THIS CATEGORY

IS NEGLIGIBLE AND HAS BEEN DECLINING. ON THE OTHER

HAND, US EXPORTS TO ISRAEL IN CATEGORY (B)

BUSINESS EQUIP & SYSTEMS HAVE BEEN STEADILY

INCREASING (253.3 PERCENT IN 1973 OVER 1969), HOWEVER,

FURTHER EXPANSION COULD BE ACHIEVED.

CAMPAIGN OBJECTIVES

A) MOUNT A CATALOG SHOW IN SEPTEMBER 1975

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B) PARTICIPATION IN TIMPRINT '76 (OCT 18-22, 1976)

WITH 15 NTM EXHIBITORS (TYPE IV) SHOW

C) SEEK AND PUBLISH ARTICLES IN THE EMBASSY

NEWSLETTER ON NEW EQUIP AND SYSTEMS ON BOTH
CATEGORIES

D) 15 T/O'S

E) DOLS 1 MILLION INCREMENTAL US EXPORTS

F) 20 ADS' S LEADING TO AGENCY APPOINTMENTS.

G) CONTRACT TIR ON BUSINESS EQUIP SCHEDULED FOR
FY '75.

ACTIONS

BY SEPT 30

1. MOUNT A CATALOG SHOW WITH 100-120 EXHIBITORS
OF WHICH AT LEAST 60 PERCENT WOULD BE NTM

2. DEVELOP AND REPORT 2 T/O'S

3. ISSUE TWO PREESS RELEASES

4. SUPPORT TRADE CENTER SHOWS IN THIS CATEGORY
IN EUROPE

5. CONTRACT, SUPERVISE AND EVALUATE TIR ON BUSINESS
EQUIP SCHEDULE FOR FY'75

BY DEC 31

6. DEVELOP AND EPORT 3 T/O'S

7. SUPORT TRADE CENTER SHOWS IN THESE CATEGORIES
IN EUROPE

8. SEEK OUT AND VISIT END-USERS CONTEMPLATING
EXPANSION.

BY MARCH 31

9. DEVELOP & REPORT 5 T/O'S

10. ORGANIZE A FILM SHOW ON LATEST EQUIP IN
THIS INDUSTRY FOR LEADING END USERS AND AGENTS

11. ISSUE TWO PRESS RELEASE

12. CONTRACT FOR SPACE I T TIMPRINT '76 EXHIBITION.

13. NEGOTIATE CONTRCACTS FOR BUILDING TIMPRINT '76.

BY JUNE 30

14. DEVOTE SPECIAL ISSUE OF COMMERCIAL NEWSLETTER
TO TIMPRINT '76

15. PREPARE GROUND WORK FOR TIMPRINT '76 PROMOTIONAL
CAMPAIGN

16. DEVELOP AND REPORT 5 T/O'S.

VELIOTES

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05 JUL 2006

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